

SOUVENIR  
BRITISH EMPIRE  
EXHIBITION, 1924



WELLCOME COLL.

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WELLCOME & CO

NOTES ON EXHIBITS  
OF

**BURROUGHS WELLCOME & CO.**

AT THE

BRITISH EMPIRE EXHIBITION

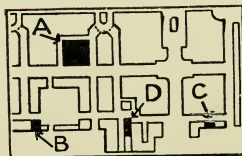
**GENERAL EXHIBIT**

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Part of Chemical Section showing  
position of Exhibits



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ATION WI

"ELEGANCE is the keynote of the display of Burroughs Wellcome & Co. surmounted by its winged Mercury, the Greek god which, allegorical tradition alleges, invented medicine. The bright metal unicorns appear prouder than ever, with their surroundings of graceful ampulla-like vessels forming two pyramids (one inverted) meeting in the centre of the case. The lightness of the metal fittings, the ample space between the eight flanking showcases, afford an atmosphere of airy spaciousness. . . . .

"Each of the showcases is an exhibit in itself, such as vaccines and serums, and agglutination tests; chloroform; alkaloids; organo-metallic compounds ('Kharsivan'); 'Soloid' Microscopic Stains, 'Tabloid' Animal Substances. These, in conjunction with three other separate exhibits ('Kepler' Malt; 'Tabloid' Photographic Products; and the Materia Medica Farm), only go to prove again the all-pervading nature of pharmaceutical industry.

"The crystals in the main showcase are arranged upon the classification according to axial ratios and angles (cubic, hexagonal, triclinic, monoclinic, etc.). Crystals of alum are so clear and brilliant as to simulate diamonds, while many metallic salts and organic chemicals are obviously selected for beauty of colour as well as type of crystal structure. The roof of this central case is festooned with 'Tabloid' products of various sizes and colours.

"The lower portion is much more varied, containing galenicals proper, such as distilled extract of witch hazel, and physiologically-standardised tinctures, with the fine chemicals noted above. The lowermost

## TH ELEGANCE

section contains a selection of 'Tabloid' Outfits and First-Aid Cases, effectively arranged and eye-compelling, though not so obtrusive as to spoil the pyramidal scheme.

"Attraction, however, centres around Insulin, a showcard with innumerable oxen backing up a glass tube of Insulin containing the blood-sugar reducing principle from the pancreas supplied by 1000 oxen. Ten stages of manufacture are shown, but a large coloured microphotographic slide is most interesting of all, because thereon are the Islets of Langerhans (Nature's Insulin factory), which differ markedly from the surrounding tissue of the pancreas. The course of standardisation is shown by means of charts of tests on rabbits.

"The range of products is undoubtedly extraordinary, from the stages of manufacture of lanoline from wool-grease to ionic medication; from beautiful scale preparations to fine alkaloids; from chenopodium oil (for hookworm treatment), and 'Moogrol' (for leprosy treatment) to 'Tabloid' Animal products and 'Soloid' Stains; from tiny pocket-cases of hypodermic syringes and 'Tabloid' outfits, to motorists' and factory first-aid outfits and complete ship equipments. Likewise, everything labelled and explained, such as parathyroid examined microscopically, distinguished from surrounding thyroid, before being passed for manufacturing purposes.

"The topical interest is sustained by a map of the American and British aviators on their round-the-world flight, with B. W. & Co.'s medicaments on board."

## THE WORK OF BURROUGHS WELLCOME & CO.

EVERY part of the British Empire contributes raw material for the work of Burroughs Wellcome & Co., and a consideration of their Exhibits carries the observer to many remote corners of the world. Crude drugs and chemicals from the four quarters of the globe are constantly arriving at the firm's works and laboratories for conversion into fine pharmaceutical products of unique value to physicians in the prevention and treatment of disease.

World-wide  
operations



World-wide operations naturally confer world-wide outlook. Through their Associated Houses and Depots in five continents, Burroughs Wellcome & Co. are able to keep in touch with the peculiar medical needs of every country under the sun. Through their associated research workers, their technical experts and unrivalled scientific equipment, they are in a favourable position to supply these needs. As a result, many new therapeutic agents have been introduced by them to the medical profession.

The  
world-wide  
outlook

Under modern conditions, industrial success is never achieved in a haphazard manner; it must be developed gradually by a sincere application of scientific principles. Without the aid of science, the most intense industry may merely wear itself out in a blind alley. On the other hand, when industry is inspired by the scientific point of

view, steady progress is assured. Consequently, Burroughs Wellcome & Co. have always insisted on the cardinal importance of systematic research work, and its application to everyday problems. To-day, after many years of patient endeavour, every product issued by them bears evidence of the continuance of this policy.

Industry  
inspired by  
science



Running through all the manifold activities of the firm is the ideal of service, and in the degree of attainment of this ideal lies the true measure of its success. Each product displayed in the British Empire Exhibition has its record of good service rendered. The work of the medical profession has been aided by many weapons of precision. Pharmacists all over the world appreciate the advantages of associating themselves with preparations of outstanding merit. Photographers in every country are enthusiastic in praise of 'Tabloid' Photographic Chemicals. Every important Expedition of recent years has been equipped by the firm, and has appreciated the absolute reliability of the firm's products.

The ideal  
of service

Such unanimity can be caused by one fact only—good service. It is realised that the name of Burroughs Wellcome & Co. on a product, no matter where it is purchased, ensures supreme and uniform quality.





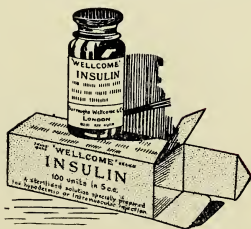
## INSULIN

THE discovery of INSULIN is one of the romances of modern medical science, while its production on a large scale, at a reasonable price, is a triumph of technical skill. By its agency many lives have already been saved, and the mere reports of its wonders have exerted a profound psychological effect throughout the world.

A triumph  
of applied  
science

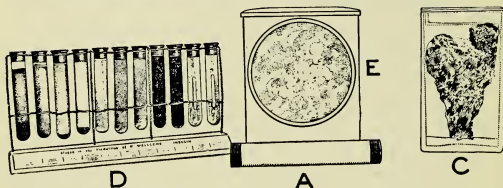
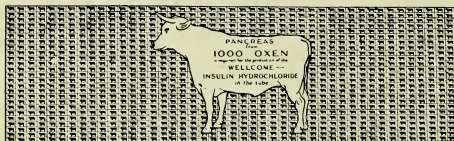
Normally, Insulin is constantly secreted into the blood and the deficient production of this substance produces the condition known as diabetes mellitus. In this condition a patient is unable to utilise foods containing carbohydrates (sugar, starch, etc.), and the aim of treatment is to supply enough of the active principle to enable him to enjoy an adequate diet. This balancing of diet and drug holds out to diabetics a hope of prolongation of life under less stringent conditions, assuring them an ampler and more

Aim of  
Insulin  
treatment



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B



The 'Wellcome' Brand Insulin in the tube (A) (7 inches long) is obtained from the pancreas of 1000 oxen (B) and will metabolise one ton of sugar (glucose)

(C) Ox pancreas

(D) Stages in the production of 'Wellcome' Brand Insulin

(E) Section of ox pancreas showing Islets of Langerhans, the natural source of Insulin

palatable dietary, with greater physical efficiency, warmth and vitality. Insulin, however, is not curative in diabetes mellitus, and its use must be continuous and under medical supervision.

Careful analysis of the reports published in the world's medical journals shows a unanimity of appreciation of Insulin which has rarely been accorded to any new therapeutic agent. Recent investigations indicate that "institutional" treatment may no longer be necessary in all instances, and that a considerable proportion of cases may receive home treatment under the care of the family doctor.

World-wide  
medical  
appreciation



'WELLCOME' BRAND INSULIN AND 'TABLOID' (HYPODERMIC) INSULIN HYDROCHLORIDE are both prepared at the 'Wellcome' Chemical Works under conditions approved by the British Medical Research Council. 'WELLCOME' BRAND INSULIN is a sterile aqueous solution containing 100 clinical units (10 average doses) in a volume

**The only  
compressed  
British  
Insulin**

of 5 c.c. In this product exceptional purity is allied to equally noteworthy stability. Ex-



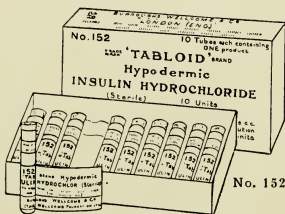
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aminations of 'Wellcome' Brand Insulin stored, without special precaution, in India and other tropical countries, indicate that no deterioration whatever has taken place and that it remains of full unit value.

The introduction of 'TABLOID' (HYPODERMIC) INSULIN HYDROCHLORIDE marks a notable advance.

It is the only compressed British Insulin. Each product presents an average dose of 10 clinical units. Two packings are available—No. 150, cartons



No. 152

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containing 10 products in ONE tube, and No. 152, cartons of 10 tubes, each containing ONE product.

## CHEMICALS AND GALENICALS

In the British Empire, drugs, chemicals and galenical preparations are required to conform to standards laid down in the British Pharmacopœia.

**The  
importance  
of purity**

If a pharmacist dispense a prescription with medicaments inferior to these standards, he is liable to prosecution, while the patient will certainly not obtain the beneficial effects desired by his physician. A careless or unscrupulous manufacturer may therefore inflict incalculable injury, disappointment and loss of prestige on numbers of innocent people.



This emphasises the great importance and responsibility of the manufacturing chemist. To him physicians and pharmacists look for reliable weapons

**A  
unique  
position**

in their warfare against disease. Upon him, in some measure, the health and welfare of the public depend.

Burroughs Wellcome & Co. have gladly accepted the heavy responsibilities entailed and have earned a unique position in the realms of medicine and pharmacy.

As a result, whenever a medical man prescribes the products of Burroughs Wellcome & Co. he does so with complete confidence that his patient will

**Accuracy  
and  
reliability**

receive exactly what is required, no matter where his prescription may be dispensed. The pharmacist who uses

'WELLCOME' BRAND CHEMICALS AND GALENICALS in dispensing never has the slightest doubt as to their purity and dependability.

Before issue 'Wellcome' Chemicals and Galenicals have to pass most stringent tests, and an exceptional degree of purity is demanded for any and every product. In many cases the 'Wellcome' standards are higher than those of the British Pharmacopœia, and in no instance are they lower. The maintenance of these standards is ensured by strict analytical control, whilst their progressive improvement is the object of continuous research. In practice, therefore, 'Wellcome' Brand Chemicals and Galenicals are not merely good enough to pass official tests—they are as good as it is practicable to make them.

"B.P.  
or  
Better"



It is comparatively easy to obtain a high degree of purity when working with small quantities of drugs and chemicals in the laboratory. On a commercial scale, however, many difficulties have to be overcome, and the removal, as far as possible, of small traces of impurities from large batches of material, calls for constant care and great technical skill. It is only by the most patient and persistent endeavour that Burroughs Wellcome & Co. have been enabled to perfect the manufacturing processes involved in the production of 'Wellcome' Brand Chemicals and Galenicals. Many of these products now exhibit a degree of purity hitherto unattainable except in the laboratory.

Technical  
perfection

RELIC 'TABLOID' MEDICINE CASES  
--BRITISH ANTARCTIC EXPEDITION  
1910

*The Medical Equipments  
of all the great Expeditions are supplied  
by Burroughs Wellcome & Co. This is a  
typical instance.*

1—The actual case taken by the Southern Party to the South Pole, which was reached January 17, 1912. It was afterwards found in the tent by the rescuing party. 2—Store Case used for base supplies. 3—This case belonged to the Party on the Southern Journey, but was left at Hut Point, the old winter quarters of the National Antarctic Expedition, 1901. 4—This case was with the Northern Party for 12 months, and was very largely used. 5—Used by the Pony Party on the Relief Expedition, October and November, 1912. This case was taken to Lat. 80° 10' South with the rescuing party. 6—'Tabloid' Photographic Outfit used by Mr. H. G. Ponting, F.R.G.S., Camera Artist to the Expedition (see page 21).



TRADE MARK 'TABLOID' BRAND

## MEDICINE CHESTS AND CASES

The late Sir H. M. Stanley said, in one of his lectures :—

“When I think of the dreadful mortality of Capt. Tuckey’s Expedition in 1816, of the Niger Expedition in 1841, of the sufferings of Burton and Speke, and of my own first two expeditions, I am amazed to find that much of the mortality and sickness was due to the crude way in which medicines were supplied to travellers. The very recollection makes me shudder.”



‘Tabloid’ Medicine Chest  
carried by the late  
Sir H. M. Stanley

Speaking later of his wish to ameliorate the miseries of

African explorers, he continued :—

“How it was to be done, I knew not ; who was to do it, I did not know. But I made the acquaintance of Messrs. Burroughs Wellcome & Co. As soon as I came in sight of their preparations and their works, I found the consummation of my secret wish. On my later expeditions I had all the medicines that were required for my black men, as well as for my white men, beautifully prepared, and in most elegant fashion arranged in the smallest medicine chest it was ever my lot to carry into Africa.”

Stanley’s testimony has been endorsed countless times ; ‘Tabloid’ Medicine Cases were first at the North Pole with Peary and first at the South Pole with Amundsen ; in fact, every important Expedition of recent years has carried a ‘Tabloid’

Medical Equipment and has appreciated its value. One of the most famous of these Expeditions—Captain Scott’s

With Amundsen,  
Scott and Peary  
at the Poles

heroic journey to the South Pole—carried an equipment consisting solely of ‘Tabloid’ Medicine Chests and ‘Tabloid’ Medicines. The actual equipment carried to the Pole, and found in the tent in which the explorers died, was brought back ; its remaining medicaments were found to be in perfect condition.

Every detail of an explorer's outfit has to be chosen with the utmost care. He demands the highest possible degree of compactness combined with absolute reliability. The medical equipment especially must be capable of giving the utmost service under the most trying conditions of climate, wear and tear. It is under such tests that 'Tabloid' Medicine Chests and Cases have won their proudest laurels.

Even in less rigorous circumstances the necessity for reliability in medical outfits is self-evident. 'Tabloid' Medicine Chests and Cases are therefore available in great variety to meet all requirements. There are small outfits which may easily be carried in the pocket, and there are comprehensive equipments capable of satisfying the needs of an Expedition expecting to be in the wilds for months.

'Tabloid' Hypodermic and Ophthalmic Pocket-Cases are justly esteemed by physicians on account of their extraordinary compactness and general serviceability.

'Tabloid' Brand First-Aid Equipments provide compact outfits of emergency medicines, dressings and first-aid accessories. The smaller cases are ideal for airmen, motorists, cyclists, scouts and yachtsmen, whilst outfits suitable for offices, theatres, factories, mines, etc., are available.

'Soloid' Analysis and Test Cases are easily carried, yet they contain the necessary apparatus and reagents for conducting analyses of water, sewage or urine, or for carrying out bacteriological examinations and blood tests.

The assistance, which Burroughs Wellcome & Co.'s wide experience enables them to give, is always freely at the disposal of those who may be called upon to select outfits for special purposes.

## TRADE 'HAZELINE' MARK PREPARATIONS

'HAZELINE' preparations embody all the typical attributes of fine pharmaceutical products—purity in materials, refinements in manufacturing processes and exquisite packing. One has but to pick up a tube of 'Hazeline' Cream or a jar of "Hazeline' Snow," to realise something of the care lavished on its production.

### TRADE MARK 'HAZELINE' BRAND *Hamamelis virginiana*

'HAZELINE' is a clear, water-white liquid, containing the active principles of the fresh young twigs of *Hamamelis virginiana*. It is a valuable emergency, or "first-aid," requisite, whilst it makes a delightful addition to the washing or bathing water.

A product  
with  
many uses

### 'HAZELINE' CREAM

When the skin becomes harsh and dry, 'HAZELINE' CREAM should be applied, with gentle massage. The basis of 'Hazeline' Cream is similar to the natural oil of the skin, and its regular use corrects any deficiency in this respect. The skin becomes soft and comfortable. 'Hazeline' Cream is best applied at night, the ideal "day cream" being "'Hazeline' Snow."



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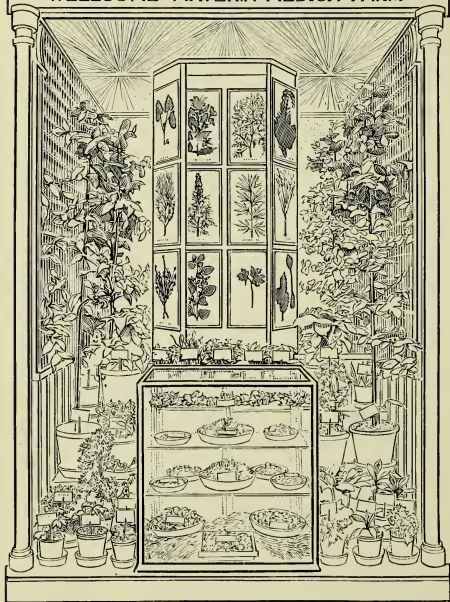
### TRADE "'HAZELINE' SNOW" MARK

"'HAZELINE' SNOW," the original non-greasy toilet preparation, is still unique in its fragrant, refreshing and beautifying properties. Used after washing, and before the skin is quite dry, it sinks into the skin, making it smooth and silky, with a delicate, pleasing fragrance. It forms an excellent base for powder, ensuring even distribution and prolonged adherence, at the same time preventing the particles from clogging the pores. Men find "'Hazeline' Snow" of great value after shaving.



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## 'WELLCOME' MATERIA MEDICA FARM



### EXHIBIT OF 'WELLCOME' MATERIA MEDICA FARM

"To anyone experienced in growing plants for exhibition the display of growing medicinal plants from the 'Wellcome' Materia Medica Farm is nothing short of marvellous. Each one is green and sturdy and usually in flower. Besides fine flowering specimens of the better known cultivated drugs (aconite, belladonna, henbane, stramonium, chamomile), there are specimens of other plants of great medicinal interest which chemists rarely see. Thus the rough straggling stems of squirting cucumber (*Echallium Elaterium*), the few-leaved *Hydrastis canadensis* and *Podophyllum peltatum* are quite characteristic. The Roman chamomile (*Matricaria chamomilla*) is in flower showing its single heads, also coriander and castor oil plant."—*Chemist and Druggist*, June 28, 1921.



## THE 'WELLCOME' MATERIA MEDICA FARM

One of the outstanding features of the work of Burroughs Wellcome & Co. is the emphasis laid on precision and scientific control. If this control can operate at the very commencement of production, so much the better. By actually growing the plants required in the preparation of extracts, tinctures, alkaloids and other pharmaceutical products, the manufacturing chemist is able to exercise complete control at every stage. The 'Wellcome' Materia Medica Farm is therefore a most important development of the firm's activities.

Control  
from the  
beginning

In the cultivation of medicinal plants, there are countless problems to be solved and difficulties to be overcome. For example, there



GATHERING DIGITALIS

Great care is taken in collecting and drying the leaves, otherwise the medicinal activity would be adversely affected.



#### A FIELD OF BELLADONNA (*Atropa belladonna*)

*Atropa belladonna* is grown from selected seed. The best crops of leaves are obtained in the second, third or fourth year of the plant's growth, and it is at this period that the alkaloidal content is greatest.



#### HARVESTING OF BELLADONNA

The freshly-cut herb is weighed in bundles and carried straight to the Laboratories in a motor-van.

is the question of soil. Some soils are naturally adapted to support certain plants, but are quite unsuitable for other species. In the wild state Nature works out this problem in her own way—seeds falling into the wrong habitat having little chance of germination and still less chance of survival. An experienced botanist can, therefore, form some estimate of the soil from a consideration of the vegetation it supports. Many experiments are necessary in order to determine the ideal soil for each particular plant it is proposed to cultivate. Even slight variations in the soil contents may produce variations in the amounts of active principles to which medicinal plants owe their therapeutic value. Possibly this explains the origin of the idea that cultivated plants have not the same virtue as the wild. At the 'Wellcome' Materia Medica Farm all the evidence points in the opposite direction. Careful estimations show that the cultivated herb, when the cultivation has been properly carried out, has a distinct advantage.

**Control  
of soil  
contents**

The ideal times for harvesting the various crops are not so easily determined for medicinal herbs as for oats or wheat or barley. The observations of the farmer have to be supplemented by the exact analyses of the chemist, and Burroughs Wellcome & Co. are able to supply the knowledge of both.

**Complete  
scientific  
control**

It is small wonder, then, that 'Wellcome' Brand galenical preparations occupy a niche by themselves in the appreciation of physicians and pharmacists. From the growing plants to the finished products every operation is under expert scientific supervision.

TRADE 'KEPLER' MARK MALT PRODUCTS

'KEPLER' Malt preparations are remarkable for purity and activity. Their purity is due to the extreme care taken in the choice of raw materials, while their



EXHIBIT OF 'KEPLER' MALT PRODUCTS

high and uniform activity is explained by scientific methods of production. Efficient packing completes the chain of precautions, with the result that 'Kepler' products are appreciated by physicians all over the world.

Purity and activity

## 'KEPLER' MALT EXTRACT

'KEPLER' MALT EXTRACT presents the nutritive and diastatic value of the finest malted barley in pleasant, concentrated condition. It is a delicious food rather than a medicine, containing, as it does, Vitamin B in active condition. In addition, it possesses, in a high degree, the property of aiding the digestion of other foods. A simple way to demonstrate this is to stir a little 'Kepler' Malt Extract into a thick starch jelly. In a very short time, the latter will be transformed into a watery liquid. When 'Kepler' Malt Extract is added to baby's milk a light flocculent, easily-digested curd is produced in the stomach, and the child becomes happy and contented. As an adjunct to the diet of the nursing mother, 'Kepler' Malt Extract helps to maintain strength and increases and enriches the supply of milk.

A  
delicious  
food

Various combinations of 'KEPLER' MALT EXTRACT are available, the most important being 'KEPLER' COD LIVER OIL WITH MALT EXTRACT.

'KEPLER' COD LIVER OIL  
WITH MALT EXTRACT

The value of cod liver oil as a tonic and a food has been recognised for many years, and recently scientific discoveries have verified practical experience. Cod liver oil is now known to be one of the richest sources of Vitamin A, and, consequently, its administration counteracts deficiency of this "accessory food factor." 'KEPLER' COD LIVER OIL WITH MALT EXTRACT is the ideal preparation of the oil, masking its taste and assisting in its digestion. Children and fastidious people, who cannot tolerate the plain oil in any other form, readily take 'Kepler' Cod Liver Oil with Malt Extract.

Experience  
confirmed by  
science

British winter-malted barley and the finest cod liver oil, specially selected for its vitamin content, are used exclusively in the preparation of 'Kepler' Cod Liver Oil with Malt Extract.

Physiological tests show that Vitamins A and B are present in active condition.

## SOME FAMOUS TRADE MARKS

The trade marks used by a reputable House perform a useful function in protecting the purchaser from the evils of substitution. They serve to identify particular products or series of products. In the case of medical or pharmaceutical preparations, trade marks are especially valuable.

**Value of famous Trade Marks** At present there is no international pharmacopœia or standard recognised by physicians in all countries, but famous trade marks, such as the 'TABLOID' Brand, are universally recognised. When a physician orders any 'TABLOID' product, he knows that his patient will receive exactly what is intended, no matter where the prescription may be dispensed.



The word 'TABLOID' is one of the most notable trade marks or brands in the world. It is applied to many classes of products issued by Burroughs Wellcome & Co., but, invariably, it denotes supreme and uniform quality.

Packages bearing the 'Tabloid' Brand have found their way into every country on earth. In the heat of tropical swamps and amid the perpetual snow of the frozen north and south, 'Tabloid' products have rendered honest service. Whenever people have to do something particularly dangerous or difficult, they seem to be all the happier if the word 'Tabloid' appears on some part of their equipment.

**The  
'Tabloid'  
Brand**

Other trade marks or brands employed by Burroughs Wellcome & Co. are similarly accepted everywhere as hall marks of 24-carat products. For example, there are 'Wellcome' Brand Chemicals and Galenicals (*see page 6*); 'Wellcome' Brand Sera, Vaccines and Tuberculins, universally esteemed by medical men for their reliability and uniform activity; 'Kharsivan' and 'Neokharsivan,' the first British Salvarsan and Neosalvarsan; 'Soloid' products, presenting useful antiseptics, anæsthetics, etc., compact analysis and test cases, etc.; 'Hypoloid' products for hypodermic injection, medicaments in sterile solution or suspension, in hermetically-sealed glass containers ready for immediate injection; 'Kepler' Malt Products (*see page 16*); and 'Hazeline' preparations (*see page 11*).

24-carat  
products



One of the most interesting products issued by Burroughs Wellcome & Co. is 'MOOGROL' Brand Mixture of Esters of Acids of the Chaulmoogric Series. Chaulmoogra preparations have been used in the treatment of leprosy for centuries, but this terrible disease has been attacked in a scientific manner only in comparatively recent years. It has been found that injection of crude chaulmoogra oil itself is attended by many disadvantages which may be avoided by the use of esters. 'MOOGROL' was introduced as a result of extensive experiments and practical tests, and promises to be of the utmost value in combating this dreadful scourge.

Hope  
for  
lepers

## PHOTOGRAPHIC PRODUCTS

Burroughs Wellcome & Co. have done much to simplify the various processes involved in photography. With the aid of the 'Wellcome' Photographic Exposure Calculator and 'Tabloid' Photographic Chemicals, every operation may be

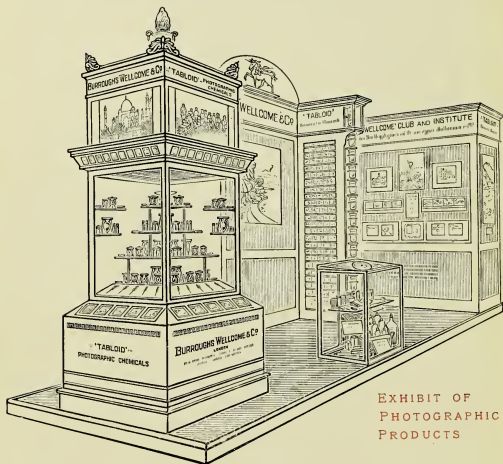


EXHIBIT OF  
PHOTOGRAPHIC  
PRODUCTS

carried out easily, economically and successfully. To realise the revolution in photographic technique which has taken place during the last thirty years, it is necessary to conjure up a vision of a dismal dark-room, full of miscellaneous odds and ends, chemicals in broken paper parcels, dirty bottles partially filled with stock solutions, weights and scales of doubtful accuracy, and a very worried photographer in the midst of all this chaos.

The  
old-time  
photographer



One can then appreciate the advantages of the modern photographer. He can discard weights and measures, loose chemicals and stock solutions; his "dark room" is comparatively well-lit and, above all, it is clean and tidy. All the 'Tabloid' Chemicals he requires are in neat cartons, from which he can take just the quantities required for his immediate needs. What used to be an arduous task has now become a fascinating hobby.

The  
modern  
photo-  
grapher



Notable among 'Tabloid' Photographic Chemicals is 'TABLOID' 'RYTOL' DEVELOPER, originated by Burroughs Wellcome & Co. It is an "all-round" developer, being equally suitable for plates, films, papers and lantern slides. The contents of a single carton will make 5 pints (100 ounces) of normal solution capable of developing 100 quarter-plates or 300 bromide or gaslight prints. For tank development, each carton will provide 10 to 15 pints of solution.

The  
universal  
developer

'Tabloid' 'Rytol' is the developer which has been chosen by the official photographers of all the most important expeditions of modern times, including Capt. Noel of the British Royal Geographical Society's Mount Everest Expeditions; Mr. Fair, the "Central News" Official photographer for the Prince of Wales' World and Indian Tours; Mr. Herbert G. Ponting, F.R.G.S., for his wonderful

Ideal  
for  
travellers



The TAJ MAHAL, India, by Moonlight,  
from photograph by Major W DE H. HAIG



Base Camp below Mount Everest, from official photograph, reproduced  
by permission of the Committee of Mount Everest Expedition, 1922

Negatives and prints developed with 'TABLOID' 'RYTOL'

photographs and cinematograph films of Capt. Scott's Expedition to the South Pole, and very many others.

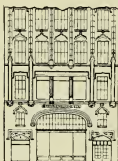
A number of other popular 'Tabloid' Developers are available, *e.g.*, 'Tancol,' a developer of the "pyro type," Metol-Quinol, Hydroquinone, Pyro-Soda and Pyro-Metol. Included in the comprehensive series of 'Tabloid' Photographic Chemicals are desensitising, toning and fixing agents, intensifiers and reducers, preservatives, chemicals for colour photography, etc.



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